



EUROPEAN COMMISSION
CONSUMERS, HEALTH, AGRICULTURE AND FOOD EXECUTIVE AGENCY

Promotion of Agricultural Products Unit

Luxembourg, 03/04/2019
Chafea/AM/DS/ggb
chafea.d(2019)2661731

QUESTIONS & ANSWERS (Q & A)

Last update: 03/04/2019

Calls for proposals AGRI-SIMPLE-2019 and AGRI-MULTI-2019

Q & A No. 1

Q: Is it acceptable to indicate a link to the beneficiary's e-commerce channel on the website that will be created specifically for the co-financed campaign?

A: Indicating a link of the beneficiary's e-commerce channel on the website of a co-financed campaign is not compatible with the fundamental principle of the Regulation (EU) No 1144/2014 stating that promotion programmes should not be brand-oriented. However, the beneficiary can display on the website at least five brands in line with the rules stipulated in Article 5 of Regulation (EU) 1831/2015.

Q & A No. 2

Q: In the context of a co-financed programme, is it possible to promote/inform on a national quality scheme as well as an EU quality scheme?

A: Call for proposals 2019 for **simple programmes** announces two different topics in the internal market relative to information/promotion on quality schemes: Topic 1 aims at increasing the awareness of Union quality schemes as defined in Article 5(4) (a), (b) and (c) of Regulation (EU) n° 1144/2014, while Topic 2 aims at highlighting the specific features of agricultural methods in the Union and the characteristics of European agricultural and food products, and quality schemes defined in Article 5(4)(d) of Regulation (EU) No 1144/2014 (national quality schemes).

In relation to the call for proposals 2019 for **multi programmes**, information/promotion on Union and national quality schemes in the internal market is possible under Topic A, however the topic description indicates that it is not possible to combine in the same proposal information/promotion of Union quality schemes with that concerning national quality schemes.

Subsequently, for both simple and multi programmes targeting the internal market, it is not possible to combine information/promotion on Union quality schemes with information/promotion on national quality schemes. Such limitation does not apply to programmes targeting third countries.

Q & A No. 3

Q: We are preparing an application for a multi program. Can the applicants launch a common call for tender to select an implementing body or shall each applicant launch its own call?

A: Both options are possible: applicants can either launch a common call to select the implementing body(ies) or each applicant can launch a separate call (see also FAQ 1.4.2.).

Q &A No. 4

Q: We have an ongoing project that will end soon. We would like to continue it for 3 more years, but we want to make changes, introduce new activities and improve some others. Can we keep in the new project the same title used for the previous one? Is it possible to improve some instruments already used in the first project, like for example the website and the visual identity of the campaign?

A: It is possible to keep the same title of the previous campaign as well as making improvements to existing communication tools.

At the same time, it has to be noted that, in order to boost competition and ensure the widest access possible to EU funding, a proposing organisation shall not receive support for information for the same campaign more than two consecutive occasions. This means that a campaign can last for a maximum of six years.

Q&A No. 5

Q: We decided to break the call for the implementing agencies in two phases. In the first one, we sent a call to several agencies in different European countries. In the second phase, we will send the specifics to the selected agencies so that they prepare their proposals. We have a deadline of 3 weeks for the first phase and for the second one we plan on doing the same. Does this procedure comply with the rules and timelines of the Regulation?

A: The applicant is invited to analyse the frequently asked questions 1.4.2 "How is the implementing body selected?" and 1.4.6 "When should I select the implementing body?" published on Chafea website <https://ec.europa.eu/chafea/agri/faq.html>, as well as the document "Guidance on competitive procedure" relevant to simple programmes, published on: https://ec.europa.eu/chafea/agri/sites/chafea/files/agri-2016-61788-00-00_en.pdf.

In case of multi programmes, Chafea is not going to define any additional criteria in relation to multi programmes. The procurement procedure can be done in line with beneficiaries'

regular practice, as long as this practice is aligned with the conditions of the ["Guidance on the competitive procedures"](#).

Q&A No 6

Q: Should an organisation that is currently executing a campaign send again all the documents proving its eligibility and representativeness as well as new evidence (for example, a statement of the Ministry of acknowledgement of a public mission) for a new application?

A: Since eligibility and representativeness of applicants are assessed in relation to the call and topic chosen, as well as the product proposed to be promoted, it is necessary to re-submit the relevant supporting documents required by the Call of proposals.

If the previous statement by the Ministry is still valid and relevant to the new call for proposals, the organisation should resubmit a copy of that document.

Q&A No. 7

Q: If one of the beneficiaries is a private organisation which is also recognised by the national law, is it necessary to provide a document certifying its representativeness?

A: According to section 6.1 "Eligible applicants" of the 2019 Call for proposals, all applicants are requested to submit the relevant documentation proving that they meet the representativeness criteria set out in Article 1 of the Commission Delegated Regulation 2015/1829. If the representativeness is demonstrated via recognition by the Member State, the applicant shall provide a copy of that recognition. Please also refer to Annex IV "Information on representativeness" of the Guide for applicants.

Q&A No. 8

Q: In relation to the use of signature "Enjoy! It's from Europe!", are there any specific instructions for social media other than Facebook, such as Instagram, Twitter and LinkedIn?

A: There is no additional guidance relating to social media other than that applying to the Facebook page. Please note that you are bound by articles 22.1.2 and 22.1.3 of the grant agreement to display the "Enjoy! It's from Europe!" signature, the EU emblem as well as the disclaimer.

Q&A No. 9

Q: In relation to proposals for continuation of a previous programme, are there any further information regarding the impact indicators and evaluation of the programme?

A: In relation to proposals for continuation of a previous programme, it is expected that the applicants who apply for a continuation will present the impact of that programme, and

clearly describe the reason for continuation. This is also reflected in the relevant award criterion 1, point c, regarding "the Impact of Project at Union level", as described in Annex 6 in the Guide for applicants.

Q&A No. 10

Q: The Guide for Applicants indicates that, in Section 2 of the part B, the proposing organisation has to describe the product/ products that will be promoted in the target market. We are preparing a proposal for a promotional programme in China. As we want to promote dairy products (butter, milk, cheeses, yoghurt, etc.), can we describe the dairy sector in general and not the single product? Moreover, in Annex IV, to demonstrate the representativeness, can we present the data of the whole dairy industry or we have to present the data of the single product of the dairy sector?

A: If your intention is to promote various products of the dairy sector, the information on representativeness of your organisation shall refer to the whole dairy sector and not to the individual products. Regarding the description of the market situation in China, you can present it for the whole dairy sector while at the same time pointing out aspects relevant to specific products promoted by the programme which are relevant in the context of designing the overall programme and communication strategy.

Q&A No. 11

Q: We are preparing a proposal targeting third countries and would be interested in including a campaign launch event in our own Member State. Could it be included among the eligible actions of the call?

A: In line with the Call for proposals and the thematic priority targeting third countries, the information and promotional programmes shall target one or more countries identified in the corresponding topic. In this sense, the target groups of the programme should be consumers, businesses, opinion leaders etc. in the target country. If the applicant can demonstrate in its proposal that an action taking place in the EU is necessary as part of the strategy to reach the target groups of the programme, such an activity could potentially be acceptable. Study trips to the EU for journalists are one example of activities which could take place outside the target country of the programme.

Q&A No.12

Q: It is stated that fishery products can apply if associated with other products. This means that we should partner, for example, with another sectorial association (representing an eligible product). Can we foresee different types of activities for different products or they have to all be the same and in the same context? For example, if we foresee a show cooking can we organise one event for fish and one for the other product (e.g. meat) or we have to show/cook both products during the same event? Separate activities might result in two projects combined into the same proposal. Would that be acceptable?

A: Such an approach is not acceptable since the legal base (reg. 1144/2014) stipulates in Article 5.3(c) that fisheries products may be the subject of information provision and promotion measures only if other eligible products are also covered by the programme in question. In the spirit of the regulation, those products shall be presented in a "basket" and not promoted separately. Consequently, the Union message, other campaign messages as well as the relevant activities should apply to all products promoted by the campaign.

Q&A no. 13

Q: According to the frequently asked question n°1.2.16 relating to agri-food sector bodies, the body needs to be representative of the sector/products. Here the 50% rule does not apply. What is needed to be considered representative and which are the ways to demonstrate the representativeness?

A: As indicated in the FAQ, "in addition, in order to be considered representative, the agri-food sector body must have representatives of the product(s) or sector concerned by the programme among its memberships. The condition on membership can be fulfilled via mandatory financial contributions of representatives of the product(s) or sector concerned."

This conditions stems from article 1.1.d of the Commission Delegated Regulation 2015/1829 stating: " with the exception of programmes carried out after a loss of consumer confidence, an agri –food sector body as referred to in Article 7 (1) (d) of Regulation (EU) No 1144/2014 shall be deemed to be representative of the product(s) or sector concerned by the programme by means of having representatives of that product(s) or sector among its memberships".

Q&A no. 14

Q: Which is the meaning of the eligibility condition: ‘organisation needs to be recognised by the Member State’ and which types of documents are needed to demonstrate this condition?

A: As indicated in Annex IV of the Guide for applicants "Information on representativeness", in case an organisation is referring to the recognition by the Member State to prove its representativeness, it shall submit a supporting document(s), such as a copy of the recognition or a link to a publicly available list of recognised organisations. The Commission Delegated Regulation 2015/1829 lists in its Article 1 the various types of recognition relevant to the different types of proposing organisations. In order to be considered representative of the product/sector concerned:

- an interbranch organisation shall be recognised by the Member State in accordance with Article 158 of Regulation (EU) No 1308/2013 of the European Parliament and of the Council or with Article 16 of Regulation (EU) No 1379/2013 of the European Parliament and of the Council

- a producer organisation or an association of producer organisations as referred to in Article 7(1)(c) of Regulation (EU) No 1144/2014 shall be recognised by the Member State in accordance with Articles 154 or 156 of Regulation (EU) No 1308/2013 or with Article 14 of Regulation (EU) No 1379/2013

Q&A No. 15

Q: Can tasks related to project settlement, accounting and related to the selection process of the implementing body and the evaluating body be subcontracted?

A: Section 11.3 of the Call for proposals defines conditions applicable to subcontracting. It states that the core tasks of the action (i.e. the technical and financial coordination of the action and the management of the strategy) can neither be sub-contracted nor delegated.

In this sense, the tasks of selection of subcontractors cannot be subcontracted because they represent core tasks of the project which should be carried out by the consortium.

Tasks related to accounting could be subcontracted. About the "project settlement", if the applicant askign the question had in mind the task relates to financial coordination within the consortium, this task cannot be subcontracted, as indicated in section 11.3 of the call.

Q&A No 16

Q: We are preparing a project for submission, but we are facing difficulties finding a proper consultant for writing the project. Is there a list with all the advising agencies which wrote & won Chafea projects?

A: Chafea is not in a position to publish the full version of the submitted programmes. One option for you would be to contact the beneficiaries of co-financed programmes who might be willing to share this information. The list of promotional programmes and their beneficiaries is available on Chafea website: <https://ec.europa.eu/chafea/agri/campaigns/map-and-statistics-target-countries>

Q&A No. 17

Q: What would happen if I submit a proposal with a partnership built up of 2 Italian partners and 1 Spanish partner and then 1 Italian partner is judged ineligible Is the remaining partnership (1 Italian and 1 Spanish) still eligible, since it covers 2 Member States? Or will my proposal be rejected because of the ineligibility of one of the partners?

A: The applicant should note that proposals are examined individually based on the rules in place and information and supporting documents provided in the proposal. It is up to the applicant to make sure that the proposal complied with the regulations in force.

In line with Article 200(4) of the Financial regulation (Regulation (EU, Euratom) 2018/1046 of the European Parliament and of the Council), any adjustments made to the proposal

following the evaluation and prior to the signature of the grant agreement shall be of non-substantial nature.

Q&A No 18

Q: I have a question regarding the AGRI-SIMPLE-2019, section 7, measurement of results. The annex II – Part B template shows that the output and result indicators have to be given for each work package. Is it correct that, for specific work packages, we define impact indicators, which have to be measured by the independent evaluation unit?

A: As indicated in the guide for applicants, the impact indicators shall be defined at the level of the action (=promotional programme), not at the level of each work package. The reason is that impact indicators are closely linked to the objectives of the promotional programme. The evaluation of results should indeed be performed by an entity independent of the beneficiaries and the implementing bodies. For more details, please refer to page 23 (Measurement of results) of the guide for applicants.

Q&A No 19

Q: To reduce the costs of specific activities in the programme, would it be possible to make cooperations with other providers? E.g. for a dinner event, having sponsored wine or beer?

A: Such a contribution of drinks would be considered as an "in-kind contribution", which is allowed, but cannot be declared as a cost (see article 6.4 of the model grant agreement – Ineligible costs). You should also bear in mind that you will not be able to display the brand of the sponsor, except if the brands refer to the products promoted by the programme. In this situation, the rules on display of brands in the context of promotional programmes will apply.

Q&A No 20

Q: We are preparing a proposal targeting two third countries and covering two products. Please confirm if we can promote two products in one country and only one product in the second one. Is it necessary to promote two products on both markets?

A: It is possible to promote one product in one market and both products on another market. The proposal shall describe the reasons behind such a decision.